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January 12, 2009

Ms. Marlene H. Dortch, Secretary
Federal Communications Commission
445 12th Street SW
Washington, DC 20554

**Re: Univision Communications Inc.
DTV.gov Transition Partners Quarterly Report
MB Docket No. 07-148**

Dear Ms. Dortch:

Univision Communications Inc. ("Univision"), as a DTV.gov Transition Partner, is pleased to file this quarterly report concerning its most recent efforts to educate the U.S. Hispanic population regarding the transition from analog to digital television ("DTV").¹ During the Fourth Quarter of 2008, Univision began the final phase of its DTV education campaign, covering the crucial last 100 days before the analog cutoff date scheduled for February 17, 2009. Travelling this last mile, Univision is gratified that its campaign has increased awareness of the digital transition substantially among Hispanic viewers. At the same time, we remain aware that additional work must be done to ensure our audiences are prepared, and we are committed to this effort.

• ***Una Nueva Era: Overview of Univision Efforts to Date***

Univision began its campaign to educate U.S. Hispanics regarding the DTV transition, titled *Una Nueva Era: TV Digital*, well over a year ago -- long before there were any mandatory requirements. *Una Nueva Era* has been a multi-platform effort involving the Univision and TeleFutura broadcast networks; the Univision Television Group's 63 stations; Univision Radio's stations across the country; and Univision Interactive Media (formerly Univision Online). In addition to its own assets, Univision's partners in this campaign have included the FCC; NTIA; NAB; Hispanic Technology & Telecommunications Partnership; National Council of La Raza; National Hispanic Council On Aging; and the National Association of Latino Elected and Appointed Officials.

¹ This report is being filed pursuant to Paragraph 50 of the Commission's Report and Order in MB Docket No. 07-148, FCC 08-56, released March 3, 2008.

Since the launch of its campaign on October 1st, 2007, Univision has produced **four separate 30-minute DTV specials** for the Univision and TeleFutura Networks and their affiliates:

- *TV Digital... ¿Que Tal? (Digital TV...What Is It?);*
- *TV Digital... ¿Cuanto Sabes? (Digital TV... How Much Do You Know?);*
- *TV Digital ... ¿Estas Preparado? (Digital TV ... Are You Ready?); and*
- *TV Digital: ¡Falta Poco! (Digital TV: It's Almost Here).*

Many of our own stations have run these specials on multiple occasions. The Univision and TeleFutura Networks also have presented vital information regarding the transition within a number of their most popular programs, including *Al Punto (To The Point)*; *Despierta América (Wake Up America)*; *El Gordo y La Flaca (The Scoop and the Skinny)*; *Primer Impacto (First Impact)*; *República Deportiva (Sports Republic)*; *Sábado Gigante (Giant Saturday)*; and *Escándalo TV (ShowBiz TV)*.

In addition to its Network programming, our stations have produced and run their own **local programs related to the digital transition**. For example:

- In the Miami DMA, our stations devoted their entire public affairs program, *Ahora En Nuestra Comunidad*, to the DTV transition on November 22nd and 23rd, with highlights of their DTV Town Hall Meeting at the Goodlet Theater in Hialeah.
- In the Houston DMA, our stations aired a one hour DTV special on December 13th and 14th, featuring highlights from a Town Hall Meeting they hosted with participants from the FCC and NAB.
- In the New York DMA, WXTV aired a one hour special on December 20th based upon its DTV Town Hall Meeting at the Park Performing Arts Center. The program included information on the transition, converter box coupons, and options to be ready on the analog cutoff date.
- In the Chicago DMA, WGBO-TV aired a one hour DTV special on December 22nd, based upon its Town Hall Meeting at Hispanic Little Village.

Univision also has implemented a **grassroots initiative for DTV education** under the banner ***Escuadron Digital***, or *Digital Squad*. As part of that initiative, Univision stations have been reaching out directly to their communities through local activities and events, which are publicized on air for further impact. Across the country, Univision has hosted more than 200 local events related to the DTV

transition. Thousands of individuals have attended these events. Most recently, our stations have hosted **DTV Town Hall Meetings** in Austin (October 3rd at the Southwest Community Center); Tucson (October 18th at Phoenix College and November 22nd at the Sunnyside High School); San Antonio (October 18th at the Thirty Auditorium of Our Lady of the Lake University, attended by over 300 people); Sacramento (November 1 at a local Boys and Girls Club); Miami (November 8th at the Goodlet Theater in Hialeah); New York (November 8th at the Park Performing Arts Center); Dallas (November 19th and December 6th); Atlanta (November 22 at the Berkmar High School); Houston (December 6th at the Southwest Multi-Service Center); and Chicago (December 8th at the Hispanic Little Village).

Univision estimates that, as of December 31, 2008, its own stations have aired **more than 85,000 DTV informational PSAs** – a figure that does not include the Network PSAs aired by other broadcasters' affiliates of the Univision and TeleFutura Networks. Our PSAs have featured Hispanic Members of Congress, the U.S. Secretary of Commerce, and both national and local on air talent. Univision also has created a customized PSA message for viewers of its low power stations, to alert them to the need to choose a converter box that will pass through an analog LPTV signal.

On our website, **Univision.com**, we have created a comprehensive microsite dedicated to the DTV transition. The microsite may be accessed by a link titled *Television Digital* or by entering the keyword "TV digital," as publicized in Univision's educational campaign. It includes information in Spanish explaining the upcoming digital transition, what it is, its benefits, the reasons for the transition, and how to prepare.

- **Univision's Focus on the "Final Mile" of the DTV Transition**

On Sunday, November 9th, Univision kicked off the final 100 days before the analog cutoff with its fourth DTV **network special, *TV Digital: ¡Falta Poco!*** (*Digital TV: It's Almost Here*). The half-hour special included an exclusive interview with the long-time host of our *Sabado Gigante* program, Don Francisco, who shared with viewers his personal recollections on the evolution of television and his views on the benefits of digital broadcasting. The program also included guidance from Elena Chavez, the Spanish-language outreach manager for the Consumers Union, who answered questions from viewers across the U.S. about applying for government funded coupons and buying and installing converter boxes.

On the following day, Univision CEO Joe Uva announced the last phase of our DTV education campaign at a **public forum in Washington** with NAB President David Rehr, U.S. Secretary of Commerce Carlos M. Gutierrez, FCC Chairman Kevin Martin and Commissioners Deborah Tate and Robert McDowell, and others, which marked the final 100 day countdown. Mr. Uva remarked that:

"As we approach the final mile on the road to the DTV transition, Univision is energized by the substantially increased levels of awareness among Hispanic viewers, but we recognize that there is still a significant amount of work to be done to ensure our audiences are prepared. Over the next 100 days we are focused on reaching our audiences through our top programs, including the Latin GRAMMYs, to help our viewers take action."²

The Latin GRAMMY awards aired on Univision November 13th. The program, telecast of from Houston, Texas, included a minute and a half long educational spot concerning the digital transition. According to Nielsen Media Research's NTV Ratings, this broadcast attracted some 11 million viewers.

Univision also has launched a new series of **PSAs focusing on the deadline**, which explain the impact of the analog cutoff and advise viewers on the proper steps necessary to ensure a smooth DTV transition. The new PSAs feature some of the network's most popular personalities.

The Univision and TeleFutura Networks both have added a **daily countdown segment** indicating the number of days left until the analog cutoff on February 17th, which appears within several popular programs. A number of our stations also run a *local* countdown segment, including our WXTV in the New York DMA, KMEX-TV in the Los Angeles DMA, WGBO-TV in the Chicago DMA, KDTV in the San Francisco DMA, KXLN-TV in the Houston DMA and KUVN-TV in the Dallas DMA. The dedicated DTV microsite on Univision.com has included a daily countdown from the start.

Univision stations also have conducted a number of **"soft tests" on their analog broadcasts**, depicting or alerting viewers to the upcoming analog cutoff, to help increase viewer awareness and readiness. Tests have been conducted by our stations in local markets such as San Francisco (conducted by KDTV on October 21st); New York (on October 28th and December 2nd); Chicago (conducted by WGBO-TV on November 12th); Philadelphia (conducted by WUVP-TV on November 17th and December 17th); Houston (on November 17th); San Antonio (conducted by KWEX-TV on November 17th, December 6th and December 7th); Fresno (December 2nd); Dallas (conducted by KUVN-TV on December 4th); Atlanta (December 8th, 10th, 12th and 13th); Austin (December 10th); and Miami (conducted by WLTV on December 17th, 22nd and 29th).

On December 3rd, our station KMEX-TV in Los Angeles shut off its analog signal for one minute each hour between 5 a.m. and midnight. Viewers saw a graphic telling them if they were digital-ready and referring them to a phone bank to answer questions.

² Remarks of Univision CEO Joe Uva at the Newseum, Washington, D.C., November 10, 2008.

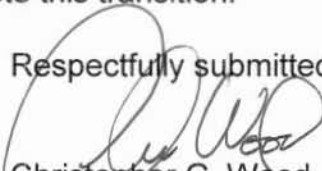
Univision stations have set up **voluntary phone banks** to answer questions and provide information on the transition in connection with these "soft" analog tests. In the Fresno DMA, our December 2nd test was coupled with a phone bank to assist viewers with questions and converter box coupon requests. Throughout the day, more than 1,000 viewers were signed up for coupons. In Los Angeles, our phone bank on December 3rd answered thousands of calls throughout the day. Our Dallas phone bank on December 4th received over 13,000 calls throughout the day. 9,000 of them sought assistance with coupon requests. Our Atlanta and Philadelphia stations also established phone banks in connection with their soft tests to raise viewer awareness.

Finally, we are proud to note that FCC Commissioner Jonathan Adelstein recently remarked at the Government Video Technology Expo, held at Washington, D.C., on December 2, 2008:

"Univision has conducted a series of soft analog shut-off tests and engaged in perhaps the most aggressive consumer education outreach effort. Tomorrow, Univision's KMEX in Los Angeles will shut off its analog signal for one minute each hour between 5 am and midnight. That's truly commendable."³

As our CEO observed at the start of the 100 day countdown, Univision is energized by the substantially increased levels of awareness among Hispanic viewers. At the same time, we recognize that there is still a significant amount of work to be done to ensure our audiences are prepared. We remain committed to helping our viewers successfully complete this transition.

Respectfully submitted,



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³ "DTV Transition: It's Not Too Late to Get It Right," Remarks of Commissioner Jonathan S. Adelstein, Government Video Technology Expo, Washington, D.C., on December 2, 2008.